

# ASSET MAPPING

October 28, 2008

**McComb, Mississippi**

Asset Development Division

Mississippi Development Authority

**MCCOMB, MISSISSIPPI**  
**PIKE COUNTY**  
**Asset Mapping Team Recommendations**

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**October 28, 2008**

Asset mapping is the first step in identifying the resources a community has available for use in community development initiatives. This process provides leaders with an inventory of resources that can be incorporated into your existing plan or help the community with the development of a new comprehensive plan. Our goal is to have a state-wide map that will contain a summary of assets from across the state. This database will contain information that will be linked and integrated into a website that offers many search options. You can also link the state database back to your local community and the individual assets websites if one is available.

You can use this tool in your community to create new opportunities in achieving set economic development goals. These resources, once identified, can provide a foundation for actions that the community might take to improve its competitive position. We know that asset-based economic development is a strategy that builds on a community's existing resources whether they be natural, cultural or structural to create a valued produce or service that can be sustained for local benefit.

In today's economy some very basic things are required to flourish as a community. Those basic things are a common vision, identified goals to reach the vision, and leadership within the community to see that the goals are achieved. Being rich in talents and ideas attracting educated people, having physical and cultural amenities available, being able to adapt to learn what is needed, and to change and establish those very important partnerships with business, government and nonprofit sectors are all considered as good assets. Leadership is the key!

Mississippi Development Authority (MDA) brought in a team to do asset mapping for McComb on October 28, 2008 finding 120 assets. By visually identifying these sites and services, McComb can determine how to improve the quality of life in your community and to build a competitive advantage. The group identified the assets using GPS devices, and digital photographs, and recorded the information to be sent to Jackson for processing into the statewide map. McComb's large group of assets represents all the major, desirable categories that have been identified.

### **Demographics**

Demographic data and trends should be included when planning for economic development initiatives. In reviewing McComb's population trends, we see that over the last two decades population trends have been mixed. Census data from 1990 showed the population at 13,174, in 2000 it was 13,333, and was estimated to be 13,053 in 2008. Actual census numbers from the years of 1990 and 2000 show a population increase of 1.2% while estimates of the 2008 population show a decrease of 2.1%. This is an estimated decrease of .9% from 1990 to 2008.

The projected population trend for the next five years through 2013 shows a decline of 1.6%. It is not known if the estimates provided from this source factor in the impact of Hurricane Katrina on the population of McComb. The census of 2010 will answer this question. Whatever the next census proves, it is crucial that leaders of McComb recognize the need to make your community a place that people find desirable to live, raise a family, stay, and retire. Health care, good schools, safe communities, are just a few of the key quality of life issues that should be a priority on your agenda.

In 2008, the median household income in McComb was \$27,968, compared to the United States median which was \$50,740 and the Mississippi median which was \$36,338. Since 1990, median household income for McComb has increased by almost 94%. Projections for 2008-2013 predict further growth of 11.1% to an estimated \$31,072. It is interesting to note the projected 2008-2013 time frame, the largest percentage of change will come from families moving into the higher income ranges. For this time period, it is predicted the number of households whose income falls between \$40,000 and \$49,999 will increase 5.7%. The number whose income is between \$50,000 and \$59,999 will increase 15.2%. The number whose income is between \$60,000 and \$74,999 will decrease 7.6%. The number of households whose income is between \$75,000 and \$99,999 will increase by 17.3%. The number whose income is between \$100,000 and \$124,999 will increase 18.4%. The number whose income is between \$125,000 and \$149,999 will increase 21.0% and the number whose income is over \$150,000 will increase 26.2%. As incomes trend upward, we should identify ways to capture this increase to keep these dollars in the community. McComb's medical cluster is a driving force in keeping the wages at the higher levels.

In 2008, there were 5,153 people in the labor force in McComb. Of these, 93.7% were employed. Through 2013, it is projected that the total labor force, employed and unemployed, will decrease by around 1% while the total population will decrease by 1.6%. Population statistics by age show that the labor force is somewhat balanced in age. However, with a somewhat shrinking population and workforce and the loss of manufacturing jobs, the community should focus on retaining and increasing higher skilled/higher wage employment options, and insure the workforce is trained for these occupations. McComb's workforce will need doctors, nurses, medical technicians, lab techs, and all the support jobs that go along with health care business.

### **Where are we now?**

- McComb makes up 33% of Pike County's population
- 8.9% unemployment in county (January 2009)
- 30% of total personal income for Pike County is made up of government payments
- 44% of jobs in Pike County are made up of Government, Manufacturing and Education
- 77% of jobs are service related - manufacturing jobs are decreasing.

## Education

Schools appeared to be well maintained and attractive.

Education in Pike County shows that while attainment levels are improving, they are behind the state average and the United States as well. This is an area where you need to raise the bar for your public schools. Two public schools are Level 2 and two are Level 3 with one unassigned.

It has been noted in an economic update in 2008 by Jack Schultz touring 44 states and over 300 towns that the winners will be those that have world class primary and secondary schools. He also noted that another trend is to offer full scholarships for students that maintain a set attendance level and grade point attainment. This could be a huge driver of where the Gen Xers and Millennial's decide to raise their families.



One recommendation is to get involved in the Mississippi Scholars Program. I commend South Pike for beginning this program. This is a new program for encouraging students to take classes



that would ensure they are prepared for the workforce or higher education upon graduation and they are posting positive results fast. South Pike joined in 2005 and graduated 4 students that first year. They have graduated a total of 56 students since beginning this program. In 2006 they graduated 10 students, in 2007 20 students, and 22 students in 2008. You can see this is growing each

year. We recommend you get all of your schools to participate. Schools in adjoining Lincoln County graduated 183 students this year on the program and would be more than happy to talk with you about their success. They are offering over \$100,000 of scholarship money as a part of their 2009 program. These funds were put together by the business and community leaders in the area. I encourage you to find out about this program and volunteer to be a part of this. With the right leadership ability and guidance all Pike County students can excel.

We also recommend that you look into upgrading your educational system by reviewing other successful programs. Several counties in North Mississippi have introduced scholarship plans to cover tuition for local students who want to attend college. This program guarantees tuition for two years with the local community college if students meet certain criteria. We can introduce you to those county officials that designed and implemented these programs. Recently, McComb had two people attend a meeting in Lauderdale County and made some good contacts to bring this wisdom into Pike County.

## Health Care

The medical cluster is a primary asset for your community. In looking at your available services, it is obvious you are a regional hub. You have a wide variety of services and I encourage you to continue looking for any missing components since these facilities provide quality jobs, bring more educated workforce, the benefits of higher paying jobs, and more expendable income. The expendable income for local citizens means they can buy bigger houses, more automobiles, eat out more often and in general put tax dollars into the local economy. More tax dollars allows McComb to build better streets, schools, and other amenities for you the citizen.



## Retail Analysis and Downtown

We did a limited retail analysis for McComb and Pike County to show the areas of opportunity. The analysis we used is called the pull factor which measures the size of the local retail sector in relation to the local population that it serves. The calculation is done by dividing a local area's per capita sales by the statewide per capita sales with adjustments for the local income differences. A pull factor greater than one indicates the local retail sector is selling to people outside the local area and less than one indicates your area of opportunity. This implies citizens are traveling outside the area to get products/services.

For 2008, the largest sector in terms of sales for McComb and Pike County is apparel and general merchandise. The categories that show opportunity for McComb are recreation, machinery, equipment and supplies, and contracting. We suggest you review these areas and develop a plan for how to recruit these businesses. This will help increase your sales tax dollars and could be used as career opportunities for your local community college students.



Small business is a very important asset to your community. As research shows, small business represents 98% of the businesses in Mississippi. These percentages show a larger percentage statewide than we have locally, but knowing this gives you a feel for how important a small business can be to your community.

Downtown has lots of opportunity for small business. Our research shows that a healthy and vibrant downtown boosts the economic health and quality of life in a community. It creates jobs, incubates small businesses, protects property values, and increases the community's options for goods and services. A healthy downtown is a symbol of community pride. Downtown housing contributes greatly to a healthy downtown by offering security and a readymade client base for restaurants and gift shops.

Ask yourself how do we do this? Create a vision for the town of McComb. Ask yourself what is important to the community? Organize a planning team to create this vision and get the community on board.

See pull factor reports below for Pike County and McComb.

## MISSISSIPPI DEVELOPMENT AUTHORITY ASSET DEVELOPMENT & REGIONAL SERVICES DIVISION

### Pike County Pull Factors

	<u>7/1/2008 Population<sup>1</sup></u>	<u>Total Retail Sales (\$)<sup>2</sup></u>	<u>Per Capita Income (\$)<sup>3</sup></u>	<u>Trade Area Capture</u>	<u>Pull Factor</u>
Mississippi	2,938,618	47,087,215,758	27,028	2,938,618	1.00
Pike County	39,798	626,876,533	23,177	45,622	1.15

	<u>FY 2007 Retail Sales (\$)<sup>2</sup></u>		<u>Trade Area Capture</u>	<u>Pull Factor</u>
	<u>Pike</u>	<u>MS</u>		
Apparel & Genl Merch.	154,126,015	7,339,220,395	71,966	1.81
Lumber & Bldg Mtls	59,641,973	3,423,567,374	59,700	1.50
Automotive	105,151,471	6,083,872,883	59,229	1.49
Food & Beverage	107,409,200	7,502,427,799	49,061	1.23
Misc. Services	32,257,747	2,823,848,983	39,146	0.98
Furniture and Fixtures	10,288,527	959,992,238	36,727	0.92
Misc. Retail	37,389,141	3,743,748,953	34,225	0.86
Machinery, Equip, Supplies	28,827,349	2,962,977,289	33,341	0.84
Contracting	58,727,526	7,887,529,164	25,515	0.64
Recreation	649,683	134,763,029	16,521	0.42
Total	626,876,533	47,087,215,758	45,622	1.15



## MISSISSIPPI DEVELOPMENT AUTHORITY ASSET DEVELOPMENT & REGIONAL SERVICES DIVISION

### McComb Pull Factors

	<u>Population<sup>1</sup></u>	<u>Sales (\$)<sup>2</sup></u>	<u>Income (\$)<sup>3</sup></u>	<u>Capture</u>	<u>Factor</u>
Mississippi	2,938,618	47,087,215,758	27,028	2,938,618	1.00
McComb	13,557	443,360,860	23,177	32,267	2.38

	<u>FY 2008 Retail Sales (\$)<sup>2</sup></u>		<u>Trade Area Capture</u>	<u>Pull Factor</u>
	<u>McComb</u>	<u>MS</u>		
Apparel & Genl Merch.	145,140,340	7,339,220,395	67,770	5.00
Lumber & Bldg Mtls	48,385,173	3,423,567,374	48,432	3.57
Automotive	80,168,043	6,083,872,883	45,157	3.33
Food & Beverage	78,424,754	7,502,427,799	35,822	2.64
Furniture and Fixtures	9,719,548	959,992,238	34,696	2.56
Misc. Retail	30,813,253	3,743,748,953	28,205	2.08
Misc. Services	17,512,602	2,823,848,983	21,252	1.57
Machinery, Equip, Supplies	6,630,282	2,962,977,289	7,668	0.57
Recreation	255,870	134,763,029	6,507	0.48
Contracting	2,472,284	7,887,529,164	1,074	0.08
Total	443,360,860	47,087,215,758	32,267	2.38





## CLOSING

Opportunities and potential for growth are tremendous. McComb has many historical and cultural assets to build upon. Many people love a small town atmosphere that provides a high quality of life through the many assets available such as Bogue Chitto Water Park and Percy Quinn State Park. These are unique and attract a wide range of tourists to the area. Develop other areas to enhance the tourism you already have. Talk with the tourism department in Jackson for ideas and suggestions to develop.



Our last recommendation is by far the most important one, and that is to identify the vision for your future with a comprehensive plan. Knowing where you are going makes all the difference in communities. Decide what you want and define how you want to get there. Prioritize and delegate and meet regularly to monitor success. Make sure your plan is centered on enhancing and building around the community's assets. Be sure to focus on the sectors that have been underperforming and have potential to increase sales revenue like tourism and recreation.

I commend your new main street director for his planning efforts and encourage you to be a part of planning, implementing, and working well together. Working together and good leadership is the difference in a successful community and an unsuccessful community.

A great resource is [www.smartgrowth.org](http://www.smartgrowth.org) for community development ideas.

## Resources Available to Community

MDA's Existing Industry Division provides support to entrepreneurs through business incubators located throughout the State. Business incubation is a dynamic process of business enterprise development.

Incubators nurture young firms, helping them survive and grow during the start-up period when they are most vulnerable. Incubators provide hands-on management assistance, access to financing and orchestrated exposure to critical business or technical support services. They also offer entrepreneurial firms shared office services, access to equipment, flexible leases and expandable space - all under one roof.



MDA's Minority Business Division works with minority and women-owned businesses to facilitate networking with key industry partners from public and private sectors. We can also help

you find joint ventures and subcontracting opportunities, as well as technical and financial assistance to help you better compete for federal, state, local government and commercial contracts.

The Small Business Development Centers (SBDC) located across the state are your local one-stop resource centers for free counseling, workshops and information services for existing businesses and start-ups. These SBDC's are usually associated with your local community college. Copiah-Lincoln Community College has one of these centers and provides assistance to businesses for:

- Developing and updating business plans
- Creating marketing strategies
- Identifying and accessing sources of capital
- Improving managerial skills
- Analyzing financial records
- Refining other business services as required

Another resource for entrepreneurs is the Mississippi Technology Alliance (MTA). MTA focuses on innovation-based companies with innovative products, processes, materials or business models.



MDA partners with the Mississippi Main Street Association to assist communities in effective downtown development. Main Street is based on a four point approach of Organization, Promotion, Design and Economic Restructuring. For more information on downtown development, go to [www.msmainstreet.com](http://www.msmainstreet.com) or contact Bob Wilson at the Mississippi Main Street Association.

## **RECOMMENDATIONS**

- Create a vision for McComb
- Enhance the medical cluster
- Raise the educational system